



DOWNTOWN TEMPLE

13th Annual **BLOOMIN TEMPLE** Festival

2018

April 27 & 28

Brewin[🎵], Foodin[🎵] & Tunin[🎵]



SPONSORSHIP GUIDE

MARTIN LUTHER KING JR. FESTIVAL FIELDS *TEMPLE, TEXAS
BLOOMINTEMPLE.COM

Welcome to Bloomin' Temple!

Bloomin' Temple Festival, one of Central Texas' most popular events, attracts over 12,000 people annually and is held the last weekend every April. For 13 years attendees have enjoyed this two day festival full of a wide variety of musical acts on two stages, arts & crafts, festive food, a carnival, children's activities and lots of family fun in historic downtown Temple.



The Bloomin' Temple Festival is under the management of the City of Temple Parks and Recreation Department and will now be held at the NEW Martin Luther King Jr. Festival Fields which will provide ample space for the festival to grow in the years to come.

Past performers at the festival include: Charlie Daniels, Whiskey Myers, Warrant, Montgomery Gentry, Los Texamaniacs & Rick Trevino, Biz Markie and many more.

Festival Facts

Date & Time:

Friday, April 27, 6:00 p.m.-Midnight

Saturday, April 28, 11:00 a.m.-Midnight

Location:

Temple Festival Grounds-Downtown

Admission:

2-Day Pass-\$15(available online only)

Adult Day Pass-\$10


Kids 12 & Under-Free


Average Attendance:

12,000





254-298-5440  bloomintemple.com

2 N. Main Street, Ste 201  Temple, TX 76501

Greetings,

Thank you for your interest in partnering with the Bloomin' Temple Festival. We hope you will join the dozens of sponsors and thousands of festival-goers who make the Bloomin' Temple Festival the hottest and largest annual event in Bell County.

We are thrilled to offer many different sponsorship opportunities, all of which can be customized to match your marketing goals, increase your brand visibility and recruit new consumers to your product / service.

The City of Temple is 100% committed to this event and takes pride in providing the necessary resources to make each Bloomin' Temple Festival a fantastic experience. We know that without support from our great sponsors, the level of quality for this festival simply would not be the same.

Please feel free to follow up after receiving the enclosed sponsorship packet with any questions you may have and we look forward to partnering with you to promote your business products and services. There is simply no better way to reach your hometown community and hope to see you at the festival this April.

Sincerely,

Holly Leiferman
Special Events Coordinator
Temple Parks & Recreation
298-5440
hleiferman@templetx.gov



We value all of our past and future partners and we are committed to making sure you have every opportunity to reap the benefits of your sponsorship.

Bloomin' Temple Festival offers a wide variety of partnership and hospitality opportunities to meet your marketing goals all within your budget.

Benefits to sponsors include access to high-volume pedestrian traffic, promotion through the Festival's marketing campaign, the opportunity to be part of a "feel good" community event, and the chance to engage with a multicultural, family-friendly audience

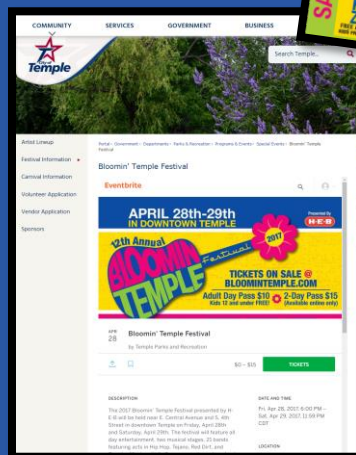
Festival Marketing

The Bloomin' Temple Festival is promoted extensively throughout Central Texas with a professional marketing campaign supported by local and regional media sponsors and marketing partners.

The **Festival campaign** includes regional radio spots on English and Spanish language stations, print and online ads, and program inserts. Press releases and public relations efforts generate pre-event coverage throughout the region. Posters, promotional flyers, banners, on-site signage, web presence, and social media create a visual impact and engage with a wide audience. Our media partners include:



The festivals marketing collateral provides terrific visibility for our sponsors!



**Executive
\$6,000 & Up**

\$10,000 - Presenting Sponsor
Bloomin' Temple Festival
Presented by "Your Company
Name"

\$6,000- "Official (Product/Service) of the Festival"



- Prominent Logo /mentions in **marketing campaign**– Print Ads, Website, Radio Promotions, TV, Event Poster, E-mail Blasts, Facebook, Instagram, Press Releases and more.
- Social Media Promotion
- Link and logo on the festival website-bloomintemple.com
- Sponsor Category Exclusivity
- Rights to use Bloomin' Temple logo
- Insert in Commemorative Swag Bag
- First Right of Refusal
- (1) 10' X 20' exhibit booth space in highly visible, premium location (tent provided by Sponsor) Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Festival Signage
- Main Stage Signage
- Stage Announcements
- Logo on 300 Festival T-shirts worn by staff and volunteers
- Opportunity For Employees to Volunteer
- (12) VIP passes to festival (6 for Friday and 6 for Saturday)
 - VIP Pass includes festival admittance, full access to the exclusive hospitality area with complimentary appetizers, drinks, and networking opportunities
- (30) 2 Day Pass Festival armbands

**Premier
\$5000-\$4000**

\$5000 - Main Stage
Naming rights of the Main Stage

\$4500 2nd Stage
Naming rights of the 2nd Stage

\$4000-Festival Wristbands
Company Logo/Coupon printed on
festival wristbands

- Logo /mentions in **marketing campaign**– Print Ads, Website, Radio Promotions, TV, Event Poster, E-mail Blasts, Facebook, Instagram, Press Releases and more.
- Social Media Promotion
- Link and logo on the festival website-bloomintemple.com
- Insert in Commemorative Swag Bag
- First Right of Refusal
- (1) 10' X 20' exhibit booth space in highly visible, premium location (tent provided by Sponsor) Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Festival Signage
- Signage at your designated stage
- Stage Announcements
- Logo on 300 Festival T-shirts worn by staff and volunteers
- Opportunity For Employees to Volunteer
- (12) VIP passes to festival (6 for Friday and 6 for Saturday)
 - VIP Pass includes festival admittance, full access to the exclusive hospitality area with complimentary appetizers, drinks, and networking opportunities
- (20) 2 Day Pass Festival armbands

**Contributing
\$3000-\$2000**

\$3000-Main Entrance Gate

**\$2000- Kick Off Friday
Night Partner**
recognized as being
sponsored by your business

**\$2000- Saturday "Family
Day"** brought to you by your
business

- Brand exposure includes, but not limited to: Event poster, t-shirts, signage, etc.
- Social Media Promotion
- Link and logo on the festival website-bloomintemple.com
- Insert in Commemorative Swag Bag
- (1) 10' X 20' exhibit booth space in highly visible, premium location (tent provided by Sponsor) Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Festival Signage
- Logo on 300 Festival T-shirts worn by staff and volunteers
- Opportunity For Employees to Volunteer
- (8) VIP passes to festival (4 for Friday and 4 for Saturday)
 - VIP Pass includes festival admittance, full access to the exclusive hospitality area with complimentary appetizers, drinks, and networking opportunities
- (10) 2 Day Pass Festival armbands

**Supporting
\$750-\$1500**

\$1500 – Ticket Booths

\$1200-Supporting

\$1000-Kidzone

*Nothing right to the Kidz zone,
Saturday, April 28 11a-4pm
Free Activities all day*

\$750-VIP Patio

- Link and logo on the festival website-bloomintemple.com
- Insert in Commemorative Swag Bag
- (1) 10' X 10' exhibit booth space *Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.*
- Festival Signage
- Logo on 300 Festival T-shirts worn by staff and volunteers
- Opportunity For Employees to Volunteer
- (8) VIP passes to festival (4 for Friday and 4 for Saturday)
 - *VIP Pass includes festival admittance, full access to the exclusive hospitality area with complimentary appetizers, drinks, and networking opportunities*
- (6) 2 Day Pass Festival armbands

**Friends of
Bloomin'
\$500**

\$500 – Kids Zone Stage (1)

Nothing right to the Kidzone Stage

\$500-Golf Carts

\$500-Exhibitor

- Link and logo on the festival website-bloomintemple.com
- Insert in Commemorative Swag Bag
- (1) 10' X 10' exhibit booth space (tent provided by Sponsor)
 - *Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.*
- Festival Signage
- (2) VIP passes to festival (2 for Friday and 2 for Saturday)
 - *VIP Pass includes festival admittance, full access to the exclusive hospitality area with complimentary appetizers, drinks, and networking opportunities*
- (2) 2 Day Pass Festival armbands

**Fan of
Bloomin'
\$250**

\$250 –Sponsor an a special activity in the Kidz Zone area.

*Activities include, Bounce Houses, Dunking Tank, Garage band or you can come up with our own **creative interactive activity.***

- Link and logo on the festival website-bloomintemple.com
- (1) 10' X 10' exhibit booth space booth space **Kids Area ONLY (tent provided by Sponsor)**
 - *Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.*
- (2) 2 Day Pass Festival armbands



If you don't see anything that fits your marketing objectives, we are confident we can customize a package for you that will meet your goals.